WHAT IS CLAIMED IS:

1. A sunshade structure, comprising:

an upright bar;

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a reel mounted on a mediate portion of the upright bar;

a connecting member having a first end mounted on an end of the upright bar;

a transverse bar having a first end mounted on a second end of the connecting member;

a support member mounted on a second end of the transverse bar;

a canopy mounted on and supported by the support member; and

a lift cord mounted in the upright bar and the transverse bar and having a first end mounted on the reel and a second end connected to the canopy.

- 2. The sunshade structure in accordance with claim 1, further comprising a hollow mounting post mounted in the upright bar for mounting the lift cord.
- 3. The sunshade structure in accordance with claim 2, wherein the mounting post of the upright bar is substantially rectangular.
- 4. The sunshade structure in accordance with claim 2, wherein the upright bar has a side formed with a receiving channel for receiving the mounting post.

- 5. The sunshade structure in accordance with claim 4, wherein the receiving channel of the upright bar is substantially rectangular.
- 6. The sunshade structure in accordance with claim 4, wherein the receiving channel of the upright bar has a side formed with a locking groove, and the mounting post has a side formed with a protruding locking strip locked in the locking groove of the upright bar.

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- 7. The sunshade structure in accordance with claim 6, wherein the locking strip of the mounting post has a periphery formed with a plurality of locking teeth engaged with a peripheral wall of the locking groove of the upright bar.
- 8. The sunshade structure in accordance with claim 7, wherein the locking teeth of the mounting post of the upright bar are wedge-shaped.
- 9. The sunshade structure in accordance with claim 1, further comprising a hollow mounting post mounted in the transverse bar for mounting the lift cord.
- 10. The sunshade structure in accordance with claim 9, wherein the mounting post of the transverse bar is substantially rectangular.
- 11. The sunshade structure in accordance with claim 9, wherein the transverse bar has a side formed with a receiving channel for receiving the mounting post.
- 12. The sunshade structure in accordance with claim 11, wherein the receiving channel of the transverse bar is substantially rectangular.

- 13. The sunshade structure in accordance with claim 11, wherein the receiving channel of the transverse bar has a side formed with a locking groove, and the mounting post has a side formed with a protruding locking strip locked in the locking groove of the transverse bar.
- 14. The sunshade structure in accordance with claim 13, wherein the locking strip of the mounting post has a periphery formed with a plurality of locking teeth engaged with a peripheral wall of the locking groove of the transverse bar.

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- 15. The sunshade structure in accordance with claim 14, wherein the locking teeth of the mounting post of the transverse bar are wedge-shaped.
 - 16. The sunshade structure in accordance with claim 1, wherein the lift cord is entirely hidden in the upright bar and the transverse bar.
- 17. The sunshade structure in accordance with claim 2, wherein the lift cord is guided by the mounting post of the upright bar, thereby facilitating movement of the lift cord.
- 18. The sunshade structure in accordance with claim 9, wherein the lift cord is guided by the mounting post of the transverse bar, thereby facilitating movement of the lift cord.